

STEVEN B. LIBMAN

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A highly successful and respected executive with 28 years of experience leading major arts organizations. Nationally recognized for developing an entrepreneurial and creative approach to strategic planning, marketing initiatives, institutional growth, and problem solving.

- Managed multi-theatre performing arts center.
- Raised over \$50 million including \$18 million in 24 months for a capital campaign. Eliminated \$2 million deficit and created a \$9 million endowment fund – the fourth largest endowment for a ballet company in America.
- Produced over 100 plays, musicals and ballets, including 30 world premieres. Recognized as a national leader in the creation and development of theatre and dance, which focus on generating new and younger audiences by drawing on themes from popular culture.
- Transferred major productions to Broadway; worked successfully with producers.
- Significant experience with union negotiations, including IATSE, AGMA and AF of M.
- Raised over \$7.5 million in enhancement funds for new plays and musicals.
- Secured \$2 million to reduce historic cash flow deficit.
- Increased annual fund from \$ 3.5 million to \$5 million.
- Raised level of trustee giving from \$ 600,000 to almost \$1 million in annual gifts.

An energetic, collaborative and team-oriented leader who thrives on “out of the box” thinking. Extensive experience producing theatre and dance and presenting multi-disciplinary performing arts series. A proven leader who has demonstrated an ability to effectively access capital markets.

PROFESSIONAL EXPERIENCE:

La Jolla Playhouse
La Jolla, California 2005 – 2008

Managing Director. Chief administrative officer of Tony Award winning theatre, working in partnership with artistic director, by serving as executive producer of six-to-eight play season, comprising over 300 performances, with an annual budget of \$15 million. Supervise full-time staff of 100 and part-time staff of over 125. Manage a complex of four theatres, including three rehearsal studios, scenic and costume shop and a Wolfgang Puck restaurant. Negotiate contracts, including enhancement funding with Broadway producers and union contracts. Transfer productions to Broadway. Direct strategic planning, financial management, facility management, marketing, trustee development, operations and fund raising.

Significant accomplishments include:

- Elimination of historic cash flow deficit of \$ 2 million.
- Produced 28 plays, including ten world premiers.
- Developed new donor and financial management systems and personnel manual.
- Spearhead long range planning process resulting in detailed five-year plan. Involved participation from entire staff and board.
- Developed case for major capital/endowment campaign.
- Secured major \$700,000 grant from Irvine Foundation for new play development program.
- Launched marketing research and branding program resulting in targeted advertising.

Pittsburgh Ballet Theatre
Pittsburgh, Pennsylvania 1991 - 2004

Managing Director. Chief Executive Officer, responsible for all administrative operations for the 9th largest ballet company in America with a \$8.5 million budget including union dancers and a full-time staff of 75 and a part-time staff of over 200 including orchestra, theater technicians, costume shop and guest artists. Directed institutional/strategic planning, financial management, development, marketing, production, touring and school operations. Serve as Executive Producer for all ballets.

Significant accomplishments include:

- Secured largest foundation, corporate and individual gifts in the organization's history.
- Spearheaded \$3 million renovation of ballet studios, making them among the finest in America.
- Raised over \$2.5 million by broadening donor base to include such prestigious New York City funders as: Wallace Foundation, Shubert Foundation, Surdna Foundation, AT&T and Hearst Foundation.
- Produced and developed ground breaking ballets set to jazz and the music of Paul Simon, Pete Seeger, Sting and Bruce Springsteen.
- Established prestigious national tours to include: Wolf Trap (Washington, DC), The Hollywood Bowl and The Joyce Theatre in New York City.
- Created employee retention and appreciation program resulting in the longest tenured staff among major arts organizations in Pittsburgh with an average tenure of 14 years.
- Developed nationally recognized arts education program which serves over 35,000 school children and adults annually.
- Successfully negotiated contracts with five unions.

Pittsburgh Ballet Theatre
Pittsburgh, Pennsylvania 1987-1991

Development Director. Responsible for design and direction of all fund-raising campaigns. Raised between \$1.7 million and \$2.4 million annually (including special campaigns), managed four Board fund-raising committees, served as key staff liaison with local and national funding community, and increased individual and trustee contributions by over 300%.

Fulton Opera House
Lancaster, Pennsylvania 1983-1986

Managing Director. Chief Executive Officer for a professional Equity theatre, performing arts center and National Historic Landmark. This theatre-center annually serves over 125,000 people with 295 performances (120 on tour) of 35 productions/events.

- Created nationally recognized performance series.
- Worked collaboratively with three resident performing arts organizations.
- Eliminated operating deficit.
- Launched organization's first strategic plan.
- Arranged for world premiere showing of the movie "Witness" for a major fundraising event.

Auburn Civic Theatre
Auburn, New York 1981-1983

Managing Director. Supervised all administrative, fund-raising, and marketing functions for professional regional theatre company.

- Created financial management and cash flow systems.
- Developed theatre's first subscription campaign.

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ADVISORY BOARDS AND PANELS

- Dance/USA Board of Trustees (1993-1997, 1999-2005). Chair of Manager's Council, Treasurer and Executive Committee.
- San Diego Arts Leadership Board, (2005 – 2008)
- Advisory Committee, Carnegie Mellon University Master of Arts Management Program (1993-Present)
- Trustee, American Guild of Musical Artists (AGMA) Retirement and Health Funds (1998-2006)
- National Endowment for the Arts, Dance Review Panel (1996)
- Pennsylvania Council on the Arts – Theatre Panel (1986-1989); Vice Chairman of Panel (1988-1989)
- City National Bank Advisory Board. (2006 – 2009)
- Board of Trustees, La Jolla Country Day School. (2006 – present)

TEACHING

- Leadership in the Arts, University of California/San Diego. Master of Theatre Program. (2006- 2008)
- Human Resources Management in the Arts, Carnegie Mellon University, Master of Arts Management Program. (1996-2005)
- Fundraising, Hellenic American University, Athens, Greece. (2002)
- Fundraising, University of Pittsburgh, Graduate School of Public Administration. (1990)

CONSULTING PROJECTS

- Regional Dance America
- National High School Musical Theatre Awards/Nederlander Organization/Pittsburgh CLO
- Pittsburgh Irish and Classical Theatre
- Pittsburgh Opera Theatre
- Carnegie Mellon University
- "One" – new musical based on the music of U2
- Sacramento Ballet

AWARDS

- Irvine Foundation, Leadership Advancement Award (2008)
- Outstanding Alumnae in the Arts. Rhode Island College (2000)

EDUCATION

Strategy in the Arts (2005)
Stanford University Graduate School of Business
National Arts Strategies Program

Strategic Perspectives in Non-Profit Management (1999)
Harvard University
Graduate School of Business Administration

Bachelor of Arts in Performing Arts Management (1981)
Rhode Island College – Providence, Rhode Island – Magna Cum Laude